

THAI BOXING : SPORT/GAMBLING

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Gambling discussion on TV.



Issues presentation

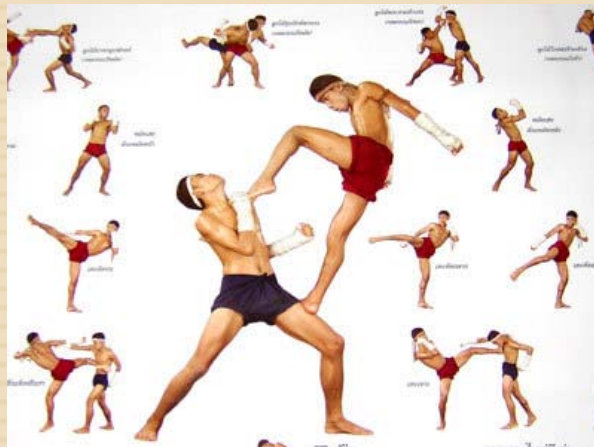
- Introduction & Background
- Research Objectives
- Research Methodology
- Results & Findings
- Conclusions & Recommendation

I. Introduction & Background

- Thai Boxing // Culture-MA
- Thai Boxing // Sport Entertainment
- Thai Boxing // Business-Marketing
- Thai Boxing // Gambling

Thai Boxing // Gambling

- Conventional Boxing5 Rounds
 - ▣ Gambling in Stadium
 - ▣ Gambling on TV Show (Mass Gambling)



Thai Boxing // Gambling

- Entertainment Boxing3 Rounds
 - Popular but has less gamblers.



Mr.Samart Payakarun : Champion of Thai Boxing and Champion of WBC

“Thai boxing facing a flourishing gambling era. The gambler has power over the referee. ” Mr.Samart said.



Research Objectives

- The research aims to study structure and the adaptation of Thai boxing industry under the social, economic and political contexts of Thailand at present moment.
- Study the patterns, behavior and gambling turnover in Thai boxing.

Research Methodology

- This qualitative research uses research methodology which including documentary research and in-depth interviews with key informants in Thai Boxing business.

Results & Findings

- The structure of Thai boxing industry.
- The adaptation of Thai boxing industry under the social, economic and political contexts of Thailand at present moment.
- The patterns, behavior and gambling turnover of Thai boxing.

I. The structure of Thai boxing industry.

- The structure of the Thai Boxing industry is oligopoly market.
- Boxers who enter into this business are mostly poor, and not well educated.
- The structure of the Thai boxing industry nowadays consists of boxer ,boxing stadium, organizer, promoter, referee and sponsor.

II. The adaptation of Thai boxing industry.....

- Law change .. Boxing industry change.
- Demand for Thai boxing from overseas markets increased.

The Thai boxing industry is changing.

- Market competition changed.
- In Thailand, there are 1,762 Thai boxing camps and 3,869 Thai boxing camps abroad.

II. The adaptation of Thai boxing industry... (con't)

- ❑ Boxing Act 1999
- ❑ Thailand now has more than 300,000 boxers under the age of 15.
- ❑ Boxing costs in the boxing industry decreased. While more competition.
- ❑ Development of Thai boxing.

Sports → National Arts and Culture → Boxing business → Gambling

III. The patterns, behavior and gambling turnover of Thai boxing.

There are 2 patterns of gambling in Thai boxing.

1. Legal Gambling Thai boxing

From in-depth interviews and researcher's evaluation. Gambling turnover of legal Thai boxing is underestimated 420 -460 Mil. USD. per year

2. Illegal Gambling Thai boxing

From in-depth interviews and researcher's evaluation. Gambling turnover of illegal Thai boxing is underestimated 900 -1,160 Mil. USD. per year

3. Grand total gambling turnover is estimated 1,320-1,620 Mil. USD. per year

Behavior of Thai boxing.

There are 3 patterns of gambling behavior of Thai boxing.

- Big gambler try to fixed a match.
- Boxer was poisoned.
- Signs from the referee.

Conclusions

- The structure of the Thai boxing industry nowadays consists of boxer ,boxing stadium, organizer, promoter, referee and sponsor.
- Boxers who enter into this business are mostly poor, and not well educated.
- The structure of the Thai Boxing industry is oligopoly market.
- The word 'standard' is only applicable to Rajadamnern Stadium and Lumpini Stadium.
- Digital TV focuses on global boxing market by applying rules of Cultural Boxing.
Adaptation of Thai boxing.
 1. Global standard.
 2. Business adaptation and competition.

Recommendations

1. The government should promote Thai boxing to world standard and be professional.
2. The government should create a Thai boxing teaching and training program.
3. Making value added to Thai boxing industry.

*Thank You
For
Your Attention*

